

Evaluation of Retail Entrepreneurial Competencies of Vegetable Sellers Scheduled Tribes in Goa

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Abstract

In the 21st century, the status of farmers in India has been changing as a result of growing industrialization and urbanization, spasmodic mobility and social legislation over the years, more and more farmers are active participating in all the sector of the economy. In the present statistics of population farmers constitute more than 50 percent of the total population. The role of farmers is most intimately related to the goal of comprehensive socio-economic development. Any development strategy which neglects the need for enhancing the role of farmers cannot lead to national prosperity. Farmers are now diverting their way of marketing of agricultural produce. Traditional marketing farmers were selling their vegetables in markets but now the concept of retail marketing through online mode is emerge so the farmers need extra ordinary skills and competencies which will help to boost the Indian economy. The present paper focusses on evaluation of retail entrepreneurial skills of vegetable selling famers. The different types of competencies are evaluated scientifically by designing the structured questionnaire.

Keywords: Retail, Farmers, Entrepreneurial, Competencies, Agriculture, Development.

Introduction:-

In present scenario of development and globalization the role of rural farmers has changed the dimensions like cultural expression, work and mobility, education, health and family size, political expression and social awareness have changed the role of rural farmers over the years. Farmers have made their mark in different walks of life and are competing successfully with Modern society despite the social, psychological and economic barriers. The role of farmer in economic development of our country is as important as that of their main segment of business counterparts. The farmer folk can easily be considered as backbone of any nation and better half of the society in almost all spheres of community development, of which India is not an exception. Rural farmers, who constitute about 80 % of total rural population, play an active role in all spheres of economic life and contribute richly towards national income. Of the major rural enterprises, dairy

enterprise has been regarded as an important instrument of economic and social change to supplement the income and employment to the rural sector in general and rural farmers in particular.

The government of India report indicates that 85 per cent of rural farmers are engaged in livestock production (Viswanathan 1989). Various micro level studies highlight farmer's significant role in vegetable production (Waghmare and Chaudari 1989; Jain and Verma 1992; Prakash Singh et al 2005). Unemployment still continues to be the most baffling problem in India, despite its rapid social and technological progress and increase in the level of literacy, where the question of entrepreneurship assuming its significance. Entrepreneurship is a form of human resource and entrepreneurial behavior depends on a number of factors like skill, knowledge of the enterprise, risk taking ability, achievement motivation, exposure to mass media, trainings received, and moreover, with innovativeness of the entrepreneur. Entrepreneurial behavior can be attributed as the change in knowledge, Competencies

and attitude of entrepreneurs in the enterprise they have taken up.

Objectives Of The Study:-

1. To study growth and development in vegetable farming in rural areas.
2. To study the different retail entrepreneurial competencies of vegetable sellers in Goa.
3. To study the different problems of vegetable sellers in Goa.
4. To suggest measures to overcome the problem faced by rural farmers in vegetable farming & enrich their occupational Competencies.

Hypotheses Of The Study:-

1. Null Hypothesis

$H_0 \mu_1 = \mu_2$: There is no growth in retail entrepreneurial competencies of vegetable sellers in Goa.

1. Alternative Hypothesis

$H_1 \mu_1 \neq \mu_2$: There is growth in retail entrepreneurial competencies of vegetable sellers in Goa.

Research Procedure:-

Area Selected- for the purpose of research the researcher has selected Goa state and the places where vegetable sellers directly sell vegetable to consumers.

Type of Research - Exploratory Research facts finding investigation with adequate interpretation and identifying the various occupational Competencies.

Data Source:

Primary source- collected by arranging extensive filed work, for this purpose questionnaires of selected question is prepared and distributed among the vegetable sellers from different area of Goa state and the places where vegetable sellers directly sell vegetable to consumers are visited by the researcher.

Secondary source- for secondary sources researcher has referred published literature by various magazines, seminar papers, government and agricultural reports research articles etc.

Research Approach- Field Study Method

Sampling Size- 60

Sampling Procedure- Purposive Convenience Sampling

Sampling Unit- Vegetable Sellers (Gauda and Kunbi (Scheduled Tribe))

Statistical techniques used- The collected data was presented with the help of different statistical techniques like classification, tabulation, graphical, percentage, mean, etc.

Retail Entrepreneurial Competencies Analysis

A) Decision Making Capability: indicates the information about decision making capability of Vegetable sellers. Out of the total 60 respondents, (88%) respondents are found that they are having decision making capability whereas (12%) respondents are found that they do not have decision making capability. It is found that majority of Vegetable sellers are having decision making competencies.

B) Knowledge of The Enterprise: indicates the information about knowledge of the enterprise of Vegetable sellers. Out of the total 60 respondents, (54%) respondents are found that they do not have knowledge of the enterprise whereas (46%) respondents are found that they have knowledge of the enterprise. It is found that majority of Vegetable sellers do not have knowledge of the enterprise. They do not have awareness of different resources & government schemes & support.

C) Innovativeness: indicates the information about innovativeness competencies of Vegetable sellers. Out of the total 60 respondents, (62%) respondents are found that they do not have innovativeness Competencies whereas (38%) respondents are found that they have innovativeness competencies. It is found that majority of Vegetable sellers do not have innovativeness competencies. They do not take any risk in implementing the innovativeness in business operations.

D) Utilization of Assistance: indicates the information about utilization of assistance for Vegetable sellers. Out of the total 60 respondents, (70%) respondents are found that they do not utilization of assistance whereas (30%) respondents are found that they have utilization of assistance. It is found that majority of Vegetable sellers do not have utilization of assistance. They do not take any knowledge of different assistance provided by government and other institutions.

E) Result Orienteers: indicates the information about result orientedness in business operations

of Vegetable sellers. Out of the total 60 respondents, (57%) respondents are found that they are having good results in business whereas (43%) respondents are found that they do not have good results in business operations. It is found that majority of Vegetable sellers are having good results in their business operations.

F) Achievement Motivation: indicates the information about achievement motivation in business operations of Vegetable sellers. Out of the total 60 respondents, (67%) respondents are found that they are having good achievements in business whereas (33%) respondents are found that they do not have good achievement in business operations. It is found that majority of Vegetable sellers are having good achievements in their business operations.

F) Market Orientation: indicates the information about market oriented in business operations of Vegetable sellers. Out of the total 60 respondents, (51%) respondents are found that they are market oriented in business operations whereas (49%) respondents are found that they are not market oriented in their business operations. It is found that majority of Vegetable sellers are market oriented in their business operations.

G) Leadership Ability: indicates the information about leadership ability of Vegetable sellers. Out of the total 60 respondents, (53%) respondents are found that they do not have leadership ability whereas (47%) respondents are found that they have leadership ability. It is found that majority of Vegetable sellers do not have leadership ability. They do not have interest to participate in social and community activities.

H) Self Confidence: indicates the information about self confidence in business operations of Vegetable sellers. Out of the total 60 respondents, (69%) respondents are found that they are having self confidence in business operations whereas (31%) respondents are found that they are not having self confidence in business operations. It is found that majority of Vegetable sellers are having self confidence in their business operations.

I) Ability to Organize Activities: indicates the information about self ability to organize activities in business operations of Vegetable sellers. Out of the total 60 respondents, (72%)

respondents are found that they are having ability to organize activities in business operations whereas (28%) respondents are found that they are not having ability to organize activities in business operations. It is found that majority of Vegetable sellers are having ability to organize activities in business operations.

J) Information Seeking Behaviour: indicates the information about information seeking behaviour in business operations of Vegetable sellers. Out of the total 60 respondents, (61%) respondents are found that they are not having information seeking behaviour in business operations whereas (39%) respondents are found that they are having information seeking behaviour. It is found that majority of Vegetable sellers are not having information seeking behaviour in business operations. Since, they are busy in their daily activities & not getting time to other activities.

K) Managerial Assistance: indicates the information about managerial assistance for Vegetable sellers. Out of the total 60 respondents, (42%) respondents are found that they do not utilization of managerial assistance whereas (58%) respondents are found that they have utilization of managerial assistance in business operations. It is found that majority of Vegetable sellers have utilization of managerial assistance in business operations.

Testing Of Hypothesis:-

Sr.No	Entrepreneurial Competencies	Opinions		
		Yes	No	Total
1	Decision Making Capability	53	127	180
2	Knowledge of the Enterprise	83	97	180
3	Innovativeness	68	112	180
4	Utilization of Assistance	53	127	180
5	Result Orientedness	102	78	180
6	Achievement Motivation	120	60	180
7	Market Orientation	92	88	180
8	Leadership Ability	84	96	180
9	Self Confidence	124	56	180
10	Ability to Organize Activities	130	50	180

11	Information Seeking Behavior	71	109	180
12	Managerial Assistance	104	76	180
	Total	1084	1076	2160
	Percent	51%	49%	100%

1. Null Hypothesis

$H_0 \mu_1 = \mu_2$: There is no growth in retail entrepreneurial competencies of vegetable sellers in Goa.

1. Alternative Hypothesis

$H_1 \mu_1 \neq \mu_2$: There is growth in retail entrepreneurial competencies of vegetable sellers in Goa.

Interpretation

From the above table it is found that there is **no growth in retail entrepreneurial competencies** among Vegetable sellers in Goa.

So **Null Hypothesis ($H_0 \mu_1 = \mu_2$)**: There is no growth in retail entrepreneurial competencies among Vegetable sellers in Goa is **Accepted**.

And **Alternative Hypothesis ($H_1 \mu_1 \neq \mu_2$)**: There is growth in retail entrepreneurial competencies among Vegetable sellers in Goa is **Rejected**.

Findings:-

1. It is found that majority of Vegetable sellers are operating business more than 15 years, since by tradition Vegetable sellers are in this business.
2. It is found that majority of Vegetable sellers are having monthly income more than 10,000 since Vegetable production is seasonal in nature.
3. It is found that majority of Vegetable sellers are having decision making Competencies.
4. It is found that majority of Vegetable sellers do not have knowledge of the enterprise. They do not have awareness of different resources & government schemes & support.
5. It is found that majority of Vegetable sellers do not have innovativeness Competencies. They do not take any risk in implementing the innovativeness in business operations.
6. It is found that majority of Vegetable sellers do not have utilization of assistance. They do not take any knowledge of different assistance provided by government and other institutions.

7. It is found that majority of Vegetable sellers are having good results in their business operations.
8. It is found that majority of Vegetable sellers are having good achievements in their business operations.
9. It is found that majority of Vegetable sellers are market oriented in their business operations.
10. It is found that majority of Vegetable sellers do not have leadership ability. They do not have interest to participate in social and community activities.
11. It is found that majority of Vegetable sellers are having self confidence in their business operations.
12. It is found that majority of Vegetable sellers are having ability to organize activities in business operations.
13. It is found that majority of Vegetable sellers are not having information seeking behaviour in business operations. Since, they are busy in their daily activities & not getting time to other activities.
14. It is found that majority of Vegetable sellers have utilization of managerial assistance in business operations.

Conclusion:-

Vegetable production at individual level has given the birth for entrepreneur for self employment and has got an important place socio economic development activity of the Government. Vegetable production is a continuous process of enabling them to fight the force that brings obstacles in operations, provide them equal access to the resources and opportunities and control over the resources. Considering the vast number of poor discriminated and underprivileged Vegetable sellers there is need encourage becoming the entrepreneurs on their own. Vegetable producer entrepreneurs should increase and encouraged for the development of economy and to remove poverty from society. The extension agencies should concentrate more on contributing factors as revealed by the study i.e. social participation, management orientation, value orientation. Based on the findings it is Concluded that, it is endeavor of all those departments like animal husbandry, extension agencies and other non-governmental organizations who are involved in promoting dairy enterprise and rural farmers to give

more emphasis on farmers education and social participation to make them more aware of day to day technological developments and the impact of adoption of those scientific practices on their enterprises and livelihood, through mass awareness campaigns on a large scale which in turn makes them more knowledgeable and there by better entrepreneurial behavior.

Suggestion And Recommendations:-

1. Government should take keen interest regarding incentives/ concessions and organized more awareness programs on empowerment among Vegetable sellers by using proper media.
2. The rural farmer dealing in vegetable farming should make use of various schemes and incentives introduced by the government.
3. To encourage more and more peoples involve in Vegetable production government should arrange training institutions, guidance and assistance with regular and adequate credit provisions for Vegetable sellers.
4. The Vegetable sellers should approach directly to Vegetable processing units for higher profit margin.
5. There is need of special numerical skill development programmes to avoid financial mistakes record keepings, interest computation, depositing etc. so we today's youth may spare one day of the week to conduct such programmes.
6. In order to bring entrepreneurial revolution, it is responsibility of all segment of society to promote entrepreneurial activities among today's youth for self employment.

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